



WTIC-TV

## ORDER

Print Date 09/06/12

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Flight Dates 09/11/12-09/17/12

Contract / Revision 385487 / LINDA MCMAHON 4 SEN

Original Date / Revision 09/06/12 09/06/12 Agency Com 15%

Billing Contact

Advertiser LMcMahon/Republican/ Sen

Agency Mentzer Media Services Inc

Buying Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Product

LINDA MCMAHON 4 SEN

Agency Com 15%

Billing Contact

600 Fairmont Ave  
Suite 306  
Towson, MD 21286

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1311

Alt Order # 06306051

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 03

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 19% Market Value 237631

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	33%	78418
4WVIT	28%	66536
5WTNH	19%	45150
6WCTX	1%	2376
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	52	\$38,377.50	\$45,150.00	0.00	08/27/12	09/17/12	52	\$38,377.50	\$45,150.00
Totals	52	\$38,377.50	\$45,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/11/12	09/14/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- 2222 - -	:30	8	\$150.00	03	0.00	NM	8	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 2222 - -		8			\$150.00		0.00				
E 2	61	09/11/12	09/14/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	- 1111 - -	:30	4	\$275.00	03	0.00	NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1111 - -		4			\$275.00		0.00				
E 3	61	09/11/12	09/14/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	- 1111 - -	:30	4	\$350.00	03	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 1111 - -		4			\$350.00		0.00				
E 4	61	09/11/12	09/14/12	M-F News at Ten News at Ten	CM	10p-11p	- 2222 - -	:30	8	\$900.00	03	0.00	NM	8	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	- 2222 - -		8			\$900.00		0.00				
E 5	61	09/11/12	09/14/12		CM	11p-1135p	- 1111 - -	:30	4	\$200.00	03	0.00	NM	4	\$800.00



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Contract / Revision **385487** Flight Dates **09/11/12-09/17/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SEN** Estimate # **1311**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News at 11pm											
				News at 11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- 1111 - -		4			\$200.00		0.00				
E 6	61	09/12/12	09/12/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 2 - - - -	:30	2	\$3,000.00	01	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - 2 - - - -		2			\$3,000.00		0.00				
E 7	61	09/13/12	09/13/12	Thur Prime B Glee	CM	9p-10p	- - - 1 - - -	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - 1 - - -		1			\$2,500.00		0.00				
E 8	61	09/14/12	09/14/12	Fri Prime B Bones	CM	9p-10p	- - - - 1 - -	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - 1 - -		1			\$700.00		0.00				
E 9	61	09/15/12	09/15/12	College Football College Football	CM	730p-11p (7:30 PM-11:00 PM)	- - - - - 3 -	:30	3	\$700.00	01	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - - 3 -		3			\$700.00		0.00				
E 10	61	09/15/12	09/15/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 2 -	:30	2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - - 2 -		2			\$550.00		0.00				
E 11	61	09/16/12	09/16/12	NFL on FOX Early Giants:Sun 1-4pm	CM	1p-4p	- - - - - 4	:30	4	\$3,500.00	01	0.00	NM	4	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - - 4		4			\$3,500.00		0.00				
E 12	61	09/16/12	09/16/12	Su 10p-11p Su 10p-11p	CM	10p-11p	- - - - - 2	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	- - - - - 2		2			\$700.00		0.00				
E 13	61	09/17/12	09/17/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	2 - - - - -	:30	2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	2 - - - - -		2			\$150.00		0.00				
E 14	61	09/17/12	09/17/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1 - - - - -	:30	1	\$275.00	03	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1 - - - - -		1			\$275.00		0.00				
E 15	61	09/17/12	09/17/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1 - - - - -	:30	1	\$350.00	03	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	1 - - - - -		1			\$350.00		0.00				
E 16	61	09/17/12	09/17/12	M-F News at Ten News at Ten	CM	10p-11p	2 - - - - -	:30	2	\$900.00	03	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	2 - - - - -		2			\$900.00		0.00				
E 17	61	09/17/12	09/17/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1 - - - - -	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				



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Contract / Revision     **385487**     Flight Dates **09/11/12-09/17/12**Hiatus DatesOriginal Date / Revision    09/06/12/    09/06/12Order Sep    00:15:00Advertiser    **LMcMahon/Republican/ Sen**    Product **LINDA MCMAHON 4 SEN**    Estimate #    **1311**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	61	09/17/12	09/17/12	M-F News at 11pm News at 11pm	CM	11p-1135p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$200.00		0.00			
E 18	61	09/17/12	09/17/12	Mon Prime A Bones	CM	8p-9p	1-----	:30	1	\$2,600.00	01	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	1-----					1	\$2,600.00		0.00			
E 19	61	09/11/12	09/14/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	-TWTF--	:30	1	\$125.00	03	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-TWTF--					1	\$125.00		0.00			
Totals														52	\$45,150.00